## **ORDER**

Totals

105002 **Orders** Order / Rev: Alt Order #: 06837952 Product Desc: OBAMA FOR AMERICA KSNV Estimate: 1536 09/04/12 - 09/10/12 Flight Dates: Primary AE: Amy McCreary Original Date / Rev: 08/01/12 / 10/15/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Name: GMMB, Inc./ Washington D.C. Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Obama for America Advertiser Name: :00

Demographic:	A35+	New Business Thru:	
Product Codes:	PLC01-Democrat	Order Separation:	00:05:0
Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

BIII	Plan	

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	97	\$40,200.00	\$34,170.00

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	97	\$40,200.00	\$34,170.00	0.00
Totals	97	\$40,200,00	\$34,170.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	•		Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$40,200.00
Market	100%	\$134,000,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$34,840.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$25,460.00
KTUD	1%	\$1,340.00
KVVU	20%	\$26,800.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$5,360.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
7	Ξ 1	KSNV	09/04/12	09/10/12	M-F 5-6a WakeU	pw/Wa@M	5-6a	ļ	/T-T	:30	3	\$185.002	0.00 NM	3	\$555.00
					M-F 5-6a Wakel	Jp w/Wagners									
		WAKE L	JP WITH 1	THE WAG	NERS										
		<u>Star</u>	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Ratir	g						
	W	eek: 09/0	04/12	09/10/12	MT-T	3	\$185.00	0.	00						

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KSNV

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/ <b>0</b> 4/1	2 09/10/12	M-F 5-6a WakeU		5-6a	MT-T		3	\$185.002	0.00 NM	. 3	\$555.00
	101014		) THE WAY	M-F 5-6a WakeU	p w/Wagners								
		op with	HTHE WAGI End Date	NERS Weekdays	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 09		09/10/12	MT-T	3	\$185.00	0.00						
E 2	KSNV	09/04/1	2 09/10/12	M-F 6-7a WakeU	_	6-7a	MTWTF~~	:30	4	\$450.002	0.00 NM	4	\$1,800.00
	WAKE	HP WITE	THE WAG	M-F 6-7a WakeU NERS	p w/Wagners								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Veek: 09	/04/12	09/10/12	MTWTF	4	\$450.00	0.00						
E 3	KSNV	09/04/1	2 09/10/12	Today Show	CM	658a-9am	MTWTF∵∽	:30	5	\$550.002	0.00 NM	5	\$2,750.00
	TODAY	SHOW		Today Show									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Veek: 09.		09/10/12	MTWTF~~	5	\$550.00	0.00						
E 4	KSNV	09/08/1	2 09/08/12	News 3 Sunrise - News 3 Sunrise 3		6a-7a	S-	:30	1	\$125.004	0.00 NM	1	\$125.00
	NEWS	3 AT SU	NRISE	News 5 Guillise (	JATONDAT								
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
<del></del>	Veek: 09		09/09/12	S- Saturday Today	CM	\$125.00	0.00 S-	.00		#450.004	0.00 NIM		40.00
E 5	KONV	09/08/1	2 09/08/12	Saturday Today	CIVI	7a-9am	5-	:30	1	\$150.004	0.00 NM	0	\$0.00
	SATUR	RDAY TO	DAY	,									
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V Spe	Veek: 09. ot Ch	/03/12 1 Date Ra	09/09/12 ange D	escription	1 Star	\$150,00 <u>t/End Time</u>	0.00	Veekdays	Leng	oth Rate	Rtg Type		
				aturday Today	7a-9		-	Sa		30 (\$150.00			
		edited	000070E	1									
E 7			on 6863795	J Sunday Today	СМ	7a-8am	S	: :30		£150.004	0.00 MM	,	#4F0 00
E /	VOIAA	USIUSI	12 09/09/12	Sunday Today	CIVI	/ a-oam	5	:30	1	\$150.004	0.00 NM	1	\$150.00
	TODAY	ON SU	VDAY										
V/I	<u>Sta</u> Veek: 09	art Date	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$150.00	Rating						
E 8				Meet the Press	CM	8a-9am	0.00	:30	1 !	\$1,300.003	0.00 NM	0	\$0.00
_ •	114111			Meet the Press	41.1	04 04/11		,,,,	•	φ1,000.000	0.00 1111	Ū	Ψ0.00
		THE PRE											
V	<u>Sta</u> Veek: 09	art <u>Date</u> /03/12	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$1,300,00	Rating 0.00						
<u>Sp</u>	ot Ch	<u>Date Ra</u>	ange <u>D</u>	<u>escription</u>		t/End Time		Weekdays	Len	gth <u>Rate</u>	Rtg Type		
			2-09/09/12 N	Neet the Press	8a-9	am		Sı	. 1	:30 <del>(\$1,300.00</del>	) 0.00 NM		
		redited redit - ma	on 6863795	1									
E 10				Chris Matthews 9	:30AM <b>GM</b>	9;30a-10a	S	:30	1	\$135.004	0.00 NM	1	\$135.00
				Chris Matthews 8	SUN 9:30am								+
			EWS SHOW		Cnoto AMook	Data	Datina		,				
٧	<u>ى د</u> Veek: 09	art <u>Date</u> /03/12	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$135.00	Rating 0.00						
E 11	1 KSNV	09/04/1	12 09/10/12	M-F Today Show	II 3rd HCM	9-10a	MTWTF	:30	5	\$200.002	0.00 NM	5	\$1,000.00
	TODA			M-F Today Show	t II								
		/ SHOW art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 09		09/10/12	MTWTF	5		0,00						
E 12	2 KSNV	09/04/	12 09/10/12	M-F Today Show	III 4th ISM	10am-11am	M-WT	:30	3	\$200.002	0.00 NM	3	\$600.00
	TODAY	Y SHOW	Ш	Today 4th Hour									
		art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	Veek; 09	/04/12	09/10/12	M-WT	3		0.00						
E 13	3 KSNV	09/04/	12 09/10/12	Rachael Ray	СМ	<b>11</b> am-12pm	MTWTF	- :30	5	\$200.002	0.00 NM	5	\$1,000.00
	RACHE	EL RAY		Rachael Ray									
		,											

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**KSNV** 

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Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount 09/04/12 09/10/12 Rachael Ray CM 11am-12pm MTWTE--:30 \$200,002 0.00 NM \$1,000,00 Rachael Ray RACHEL RAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/04/12 09/10/12 MTWTF--\$200.00 0.00 E14 KSNV 09/04/12 09/10/12 СМ 12-1230pm :30 \$175.003 0.00 NM Noon News MTWTF~~ \$700.00 Noon News **NEWS 3 AT NOON** End Date Weekdays Spots/Week Rating Start Date Rate Week: 09/04/12 09/10/12 MTWTE--\$175.00 0.00 The Agenda 1230pm E15 KSNV 09/04/12 09/10/12 CM 1230-1p MTWTF--:30 4 \$100.003 0.00 NM 4 \$400.00 The Agenda 1230pm **NEWS 4: THE AGENDA** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/04/12 09/10/12 MTWTF--\$100.00 0.00 E16 KSNV 09/04/12 09/10/12 Days of our Lives CM 1258p-2pm MTWTF--:30 5 \$200,003 0.00 NM 5 \$1,000.00 Days of our Lives DAYS OF OUR LIVES End Date Weekdays Spots/Week Rating Start Date Rate Week: 09/04/12 09/10/12 MTWTF--\$200.00 0.00E17 KSNV 09/04/12 09/10/12 The Doctors CM MTWTF--:30 4 \$85.004 0.00 NM 2pm-3pm 4 \$340.00 The Doctors THE DOCTORS Spots/Week Start Date End Date Weekdays Rate Rating MTWTF--09/10/12 \$85.00 Week: 09/04/12 0.00 E18 KSNV 09/04/12 09/10/12 Dr. Phil 3-4p :30 \$150.004 0.00 NM CM MTWTF~~ 4 \$600.00 Dr Phil DR. PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/04/12 09/10/12 MTWTF--\$150,00 0.00 E 19 KSNV 09/04/12 09/10/12 NEWS 3 at 4 (1 HOUR)CM \$225,003 0.00 NM 4-5pm MTWTF~~ :30 5 \$1,125.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR Start Date End Date **Weekdays** Spots/Week Rate Rating MTWTF~~ Week: 09/04/12 09/10/12 \$225,00 0.00E 20 KSNV 09/04/12 09/10/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 \$300.003 0.00 NM \$1,200.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P** Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 09/04/12 09/10/12 MT~TF~-\$300.00 0.00 E 21 KSNV 09/04/12 09/10/12 M-F Early News CM 5-630p MTWTF---:30 \$375.003 0.00 NM \$1,875.00 M-F Early News **EARLY NEWS End Date** Spots/Week Rating Start Date **Weekdays** Rate 09/10/12 MT-TF-Week: 09/04/12 \$375,00 0.00 E 22 KSNV 09/08/12 09/08/12 Sa-Su Early News CM :30 \$150.004 5pm-630pm ----S-0.00 NM \$150.00 Sa-Su Early News KSNV EARLY NEWS Spots/Week Rating Start Date End Date Weekdays Rate Week: 09/03/12 09/09/12 ----S-\$150.00 0.00 E 24 KSNV 09/04/12 09/10/12 :30 \$725,002 \$1,450.00 M-F Jeopardy СМ 630-7pm M---F--0.00 NM 2 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/10/12 M---F--Week: 09/04/12 \$725.00 0.00\_\_\_ ----s-7-730pm E 28 KSNV 09/08/12 09/08/12 Wknd Wheel of Fortune CM :30 \$150.004 0.00 NM \$150.00 SAT/ Wheel of Fortune WHEEL OF FORTUNE Spots/Week Rating Start Date End Date Weekdays <u>Rate</u> -----5--Week: 09/03/12 09/09/12 \$150.00 0.00 1 \$1,500.003 E30 KSNV 09/10/12 09/10/12 CM 8-10pm M----:30 0.00 NM \$1,500.00

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Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
			Mon PR 8-10p				· · · · · · · · · · · · · · · · · · ·		-5_71		
AGT			Monday Prime 8-	10pm							
	<u>t Date</u> 0/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00					
E31 KSNV			NFL Football	CM	1P-9PM	W	:30	1 \$4,000.004	0.00 <b>NM</b>	1	\$4,000.00
NEI OPI	ENING O	AME DALL	NFL Football AS @ NY GIANT								
	<u>t Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 09/0		09/09/12	W		\$4,000.00	0.00		4 05000	0.00.104		
E 32 KSNV	09/08/13	2 09/08/12	Sat PR 9-10p Saturday Prime 9	CM -10pm	9-10pm	S-	:30	1 \$350.004	0.00 NM	1	\$350.00
CRIMET											
<u>Star</u> Week: 09/0	<u>t Date</u> )3/12	End Date 09/09/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> .\$350.00	Rating 0.00					
E33 KSNV			NFL Pre-Game / I	NA CM	1p-530pm	s	:30	1 \$600.004	0.00 NM	1	\$600.00
FOOTBA	ALL NIGI	HT IN AMER	NFL Pre-Game								
	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 09/0		09/09/12	S	1	\$600.00	0.00					
E34 KSNV	09/09/1	2 09/09/12	NFL Football	CM	1P-9PM	S	:30	1 \$4,000.004	0.00 NM	1	\$4,000.00
SUN NT	FB: PIT	@ DEN									
<u>Star</u> Week: 09/0	t <u>Date</u>	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$4,000.00	Rating 0.00					
			M-F News 3 at Ele		44,000.00 11pm-1135pr		:30	5 \$400.003	0.00 NM	5	\$2,000.00
NEWO O	. NUOLITE	OIDE	M-F News 3 at El	even				·			,,
NEWS 3 Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/0		09/10/12	MTWTF	5	\$400.00	0.00					
E39 KSNV	09/04/1	2 09/10/12	The Tonight Show Tonight Show	/ CM	1135p-1237a	MTWTF	:30	5 \$250.002	0.00 NM	5	\$1,250.00
TONIGH	T SHOV	V W/ JAY LE								İ	
	t Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating				ĺ	
Week: 09/0	_	09/10/12 2 09/10/12	Late Night w/Fallo	on CM	\$250.00 1237a-136an	0.00 1 MTWTE	:30	5 \$100.002	0.00 NM	5	\$500.00
			Late Night w/Fall					41001002	0,00 (1111	Ĭ	Ψ000.00
	GHT W/ t Date	JIMMY FAL End Date	LON Weekdays	Spots/Week	Rate	Rating				İ	
Week: 09/0		09/10/12	MTWTF	5	\$100.00	0.00				i	
E41 KSNV	09/08/1	2 09/08/12	Saturday Night Li		1130pm-1:02	amS-	:30	1 \$400.004	0.00 NM	1	\$400.00
SATURI	DAY NIG	HT LIVE	Saturday Night Li	ve							
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/0		09/09/12	S- Jeopardy in PRIM	IE CM	\$400.00 M-SA 8-11b /	0.00 SUNWT	:30	2 \$725.002	0.00 NM	2	\$1,450.00
		2 03/00/12	Jeopardy in Prim		W-GA G-7 IP7	JON WI	.50	2 ψ/20.002	0.00 14141	2	φ1,450.00
JEOPAF		End Data	Maakdaya	Cnots/Mosk	Data	Dolina					
<u>عرما</u> //Week: 09	<u>t Date</u> 04/12	End Date 09/10/12	<u>Weekdays</u> WT	Spots/Week 2	<u>Rate</u> \$725.00	Rating 0.00					
N57 KSNV	09/08/1	2 09/08/12	Sat PR 10-11p	СМ	10-11pm	S-	:30	1 \$500.004	0.00 NM	1	\$500.00
Cto.	d Data	End Data	Saturday Prime 1	-	Data	Datina				ĺ	
<u>ېره</u> ا/Week: 09	<u>t Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00				1	
N 58 KSNV	09/09/1	2 09/09/12	Dateline AN Dateline NBC AN	CM	12-3am	S	:30	1 \$45.003	0.00 NM	1	\$45.00
<u>Sta</u>	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 09/0	03/12	09/09/12	5	1	\$45.00	0.00					
N 60 KSNV	09/05/1	2 09/06/12	Wake Up Early w Wake Up Early V	-	430a-5a	WT	:30	3 \$50.003	0.00 NM	3	<b>\$150.00</b>
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				l	

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N 60 KSNV	09/05/12	2 09/06/12	Wake Up Early w Wake Up Early V	_	430a-5a	WT	:30	3	\$50.003	0.00 NM	3	\$150.00
<u>Sta</u> Week: 09/0	<u>t Date</u> 03/12	End Date 09/09/12	Weekdays WT	Spots/Week 3	<u>Rate</u> \$50.00	Rating 0.00						
N61 KSNV	09/05/12	2 09/05/12	NFL Football NFL Football	СМ	1P-9PM	W	:30	1	\$6,000.003	0.00 NM	1	\$6,000.00
<u>Star</u> Week: 09/6	<u>t Date</u> 03/12	End Date 09/09/12	Weekdays	Spots/Week 1	<u>Rate</u> \$6,000.00	Rating 0.00						
N 62 KSNV	09/09/12	2 09/09/12	LAW & ORDER ( Law & Order (syr	•	M-SA 8-11p	/ SUNS	:30	1	\$350.004	0.00 NM	1	\$350.00
<u>Sta</u> Week: 09/	<u>t Date</u> 03/12	End Date 09/09/12	Weekdays	Spots/Week 1	<u>Rate</u> \$350,00	Rating 0.00						
										Totals	97	\$40,200.00